

# **AGENCY STRATEGIC PLAN**

**FOR THE FISCAL YEARS**

**2003 - 2007**



**ARKANSAS CATFISH PROMOTION BOARD**

**FUNCTIONAL AREA: ECONOMIC DEVELOPMENT**

# **AGENCY STRATEGIC PLAN APPROVAL FORM**

**FOR THE FISCAL YEARS**

**2003 - 2007**

---

**Gene Martin**  
**Administrator**

---

**Carl Jeffers**  
**Board Chair**

## TABLE OF CONTENTS

**AGENCY:** Arkansas Catfish Promotion Board

MISSION.....Page 1

GOALS .....Page 1

**PROGRAM:** Administration of Catfish Checkoff

DEFINITION.....Page 2

GOALS, OBJECTIVES, STRATEGIES.....Page 2

# STRATEGIC PLAN

<b>Agency Name</b>	Arkansas Catfish Promotion Board
<b>Agency Mission Statement:</b>  To promote the growth and development of the Catfish industry in Arkansas, thereby promoting the general welfare of the people of Arkansas.	

## AGENCY GOAL 1:

To conduct a program of research and market development to promote the growth and development of the Catfish industry in Arkansas.

# STRATEGIC PLAN

Agency Name		Arkansas Catfish Promotion Board
Program		Administration of Catfish Checkoff
Program Authorization		ACA § 2-9-103 et seq.
Program Definition:  Funds-Center Code: <u>745</u>		The Arkansas Catfish Promotion Board collects and distributes funds generated by the \$1 per ton checkoff on all catfish feed sold in Arkansas to commercial catfish producers to provide for a program of research and market development to promote the growth of the Catfish industry in Arkansas.
AGENCY GOAL(S) #	1	
Anticipated Funding Sources for the Program:		Special Revenue- \$1/ ton Assessment on all catfish feed sold in Arkansas to commercial catfish producers.

## **GOAL 1: (Sub-Funds Center Code: 745GOAL1)**

To administer marketing grants and research activities for the Catfish industry.

### **OBJECTIVE 1: (Sub-Funds Center Code: 745G1OBJ1)**

Review, approve and find projects and activities for the growth of the industry.

### **STRATEGY 1: (Sub-Funds Center Code: 745A)**

The Board will use funds that are distributed according to Board policy and State law.